

Station	WVBT-TV NORFOLK, VA.	Agency	() WATERFRONT STRATEGIES	Rep Firm	
Advertiser	() MAJORITY PAC		3050 K ST NW	Sales Office	() PHILADELPHIA
Product	SENATE MAJORITY PAC		WASHINGTON, DC 20007	Salesperson	() ANJIE BRADY
Estimate#	1683		Agency C/P1/P2/E 94/100/1683		
Buyer	Spencer Wood		Flight Dates 10/09/2012 - 11/06/2012	Salesperson Phone#	215-567-6005
Phone#			Hiatus Weeks	Salesperson FAX#	215-567-5938
Fax#					

-- CONTRACT COMMENT --

CLIENT: SENATE MAJORITY PAC SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$55,900
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	10A-11A	FOX NEWS SUNDAY	:30	\$150.00	10/21-11/04	1	3	3	\$450.00	
	2	SA	730P-11P	FOX COLLEGE FOOTBALL	:30	\$1,200.00	10/13-11/03	2	4	8	\$9,600.00	
	3	W	8P-10P	THE X FACTOR	:30	\$2,500.00	10/10-10/31	1	4	4	\$10,000.00	
	4	TU-F	10P-1045P	LATE NEWS	:30	\$1,200.00	10/09-10/12	1	1	1	\$1,200.00	
	5	TU-TH	1045P-11P	SPORTSWRAP	:30	\$500.00	10/09-10/11	1	1	1	\$500.00	
	6	W-TH, SA-SU	730P-12A	2012 WORLD SERIES	:30	\$3,000.00	10/24-10/28	1	1	1	\$3,000.00	
	7	SU	1P-415P	REDSKINS V MINNESOTA VIKINGS	:30	\$10,000.00	10/14-10/14	1	1	1	\$10,000.00	
	8	SU	1P-415P	REDSKINS V PITTSBURGH STEELERS	:30	\$10,000.00	10/28-10/28	1	1	1	\$10,000.00	
	9	M-F	10P-1045P	LATE NEWS	:30	\$1,200.00	10/15-11/02	1	3	3	\$3,600.00	
	10	M-TH	1045P-11P	SPORTSWRAP	:30	\$500.00	10/15-11/01	3	3	9	\$4,500.00	
	11	M,W-TH	730P-12A	2012 WORLD SERIES	:30	\$3,000.00	10/29-11/01	1	1	1	\$3,000.00	

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12	M		6A-7A	THE DAILY BUZZ	:30	\$50.00	11/05-11/05	1	1	1	\$50.00	
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---REPORT TOTALS---

Report Totals: 34 / \$55,900.00

---SALES MONTHLY TOTALS---

Oct 12: 24 / \$45,100.00 Nov 12: 10 / \$10,800.00
Sales Totals: 34 / \$55,900.00
Station Totals: 34 / \$55,900.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$243,043	CATV 0%	WAVY 37%	WGNT 6%	WPXV 0%	WTKR 7%
		WTVZ 4%	WVBT 23%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE